

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT ADVERTISING, INC.

Ad No. TT-248 - Long Way-Reg. No. 3452-1 page (8 1/2" x 11") - Reelers - Trade Magazines, 1977

Printed in U.S.A.

SHE DOESN'T LIKE THE FAT CIGARETTES THAT MEN SMOKE.

That's why
Virginia Slims is the
largest selling cigarette
for women only. And one of the
fastest growing 100mm brands—
outperforming the category
as well as the industry itself.
You've come a long way,
baby.

Year after year, Philip Morris outgrows the rest of the industry combined.

USA **PHILIP
MORRIS**



2061193832